

MEETING MINUTES
WEST YELLOWSTONE
TOURIST BUSINESS IMPROVEMENT DISTRICT

THURSDAY, AUGUST 18, 2016 1:00 PM
TBID CONFERENCE ROOM
303 CANYON STREET

BOARD MEMBERS PRESENT: JEFF SCHOENHARD, AUDY BUTLER, JERRY JOHNSON, SARA MAURER, BROCK KELLEY, JEREMY ROBERSON

BOARD MEMBERS ABSENT: JOHN STALLINGS

OTHERS PRESENT: JAN STODDARD, KRISTY COFFIN, WENDY SWENSON, STEPHANIE GALLOWAY

CALL TO ORDER: 1:05 PM

MEETING MINUTES: APPROVAL OF MINUTES FROM JULY 21, 2016: MOTION: BROCK K, 2ND: JEREMY R. VOTE: UNANIMOUS

TREASURERS REPORT: APPROVED: BANK BALANCE \$208,340.27 ALL BILLS PAID AND ACCOUNT RECONCILED. ADMINISTRATOR PASSED FINANCIALS AROUND FOR REVIEW. MOTION: AUDY B. 2ND: JEREMY R, VOTE: UNANIMOUS.

PUBLIC COMMENTS

BROCK K- GAVE UPDATE ON LOCAL FIRE CONDITIONS IN THE AREA THAT WILL IMPACT YNP OR TOWN DIRECTLY. M. CREEK FIRE IS STILL BURNING. PHASES FOR FIRE CREWS ARE IN PLACE TO MAINTAIN FIRE WITHIN PARK. YNP WILL NOTIFY EVERYONE WITH 24 HOUR EVACUATIONS IF NEED BE.

JAN S- UPDATE ON HENRYS LAKE AND ISLAND PARK RESERVOIR HAVE ALGAE BLOOMS. HEBGEN LOOKS GOOD AS OF 8-16-2016.

-WY NEWS WILL BE CLOSING EFFECTIVE SEPT 2,2016. MEETINGS AND CONVERSATIONS IN THE FUTURE TO DISCUSS POSSIBILITIES FOR FUTURE OF WY NEWS.

-JAN S. DISCUSSED OPTIONS ON HOW TO ENFORCE ETHICAL BUSINESS PRACTICES FOR LOCAL LODGING AND VRBO BUSINESSES TO ENSURE GOOD CUSTOMER SERVICE AS THERE ARE AN INCREASING AMOUNT OF COMPLAINT'S HAPPENING ON THE CHAMBER LEVEL.

MARKETING: METRICS FOR YNP JULY IS UP 1.5% FROM LAST YEAR AS WELL AS 13% UP FOR THE MINI BUSES AND YNP OVERALL THIS YTD IS UP 6.5% FROM 2015. WEST ENT IS UP 3.295 NORTH ENT IS DOWN 2.17%, SOUTH ENT IS UP 2.06% EAST .ENT IS DOWN .05% N.EAST IS DOWN 1.43%. RVs UP 4.435, BUS IS UP 29.58%, BIKES UP 4.10% FROM 2015.

TBID COLLECTIONS WERE DISCUSSED: COLLECTIONS FOR JULY WERE \$43,363.00 WHICH ARE DOWN FROM PREVIOUS YEAR AS SOME PROPERTIES HAVE NOT PAID AT THIS TIME. WEB/DIGITAL- WEBSITE IS UP 15.4% WITH OUR USERS VS. 84.6% IS DRIVEN BY DIGITAL WITH INCREASED OPEN RATES AND VIEWS PER SESSION. TOP 10 STATES: FOR WEBSITE INCLUDE IN ORDER: MT, UT, CA, ID, WY, TX, WA, CO, FL, NV, NY, MN, OR, PA, MA, MI.

TOP 10 COUNTRIES: US, UK, CANADA, SPAIN, GERMANY, BRAZIL, IRAQ, FRANCE, INDIA, NETH, ITALY, BELGIUM, SWITZERLAND, DENMARK, PUERTO RICO. FACEBOOK ADS AND CAMPAIGNS ARE KEEPING FOLLOWERS AND INTEREST WITH BOOSTS FOR PROPERTIES IT HAS INCREASED AWARENESS FOR ALL SMALL PROPERTIES.

FALL PLACEMENT CAMPAIGNS INCLUDE AIRPORT SIGNAGE THAT WILL BE ON THE OUTSIDE OF OUR LOCAL AIRPORT TO PROMOTE SHOULDER SEASONS ARE ALMOST COMPLETE. MEETING PLANNER SECTION COMPLETE TO PROMOTE SMALL CONFERENCES AND MEETINGS. WEBSITE AND E- BROCHURE CAMPAIGNS ARE STARTED AND ARE DOING WELL. DIGITAL ASSET PROJECT WILL BE COMPLETED THIS FALL BEFORE NOVEMBER 1ST. AMERICAN SNOWMOBILER ADS WITH GETAWAY ISSUE WITH EDITORIAL WILL BEGIN THE FALL / WINTER MARKETING STRATEGIES.

NEW BUSINESS:

ADMINISTRATOR EVALUATION: EXECUTIVE SESSION WAS REQUESTED BY ADMINISTRATOR SESSION BEGAN AT 1:55PM DISCUSSION WITH BOARD AND ADMINISTRATOR. SESSION AND REGULAR MEETING CALL TO ORDER AT 2:13PM. MOTION TO GIVE ADMINISTRATOR A 3% RAISE EFFECTIVE JULY 1, 2016 JERRY J. 2ND BROCK K. VOTE: UNANIMOUS.

NEXT MEETINGS – THURSDAY, SEPTEMBER 22, 2016 AT 1PM SEPTEMBER GRANT MEETING TO FOLLOW.

WEDNESDAY , OCTOBER19, 2016 AT 1PM (UPON BOARD APPROVAL

TOWN OF WY UPDATE BY JERRY J.

- BUDGET IS COMPLETE FOR 2016-2017 AND PASSED.
- PLAY-MILL ARBITRATION WILL BEGIN AUG 2, 2016.
- DAY-CARE BUILDING (LIL- GEYSERS) IS NOT AND CANNOT BE USED FOR HABITAT FOR HUMANITY PROJECT AS IT WAS REJECTED BY ENGINEERS.
- VIC FUNDING WAS RECOMMENDED TO THE COUNCIL THAT UP TO 50K BE CONSIDERED FOR YEARLY DISBURSEMENT.

MEETING ADJOURNMENT 2:35

ANNUAL MEETING CALL TO ORDER: 2:36 PM DISCUSSED ANNUAL REPORT FOR ALL TBID MEMBERS AND THE 2015-2016 FISCAL YEAR IN REVIEW. ADMINISTRATOR AND MARKETING DIRECTOR GAVE UPDATE AND ANSWERED QUESTIONS. ADMINISTRATOR WILL SEND OUT DIGITAL COPIES TO ALL TBID MEMBERS AND PRINT IF REQUESTED.

MEETING ADJOURNMENT: 3:00 PM